

PATENT

Docket No. RSW920030014US1
(356928.00017)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTORS: **David A. Selby**
APPLICATION NO. **10/674,188**
FILED: **September 29, 2003**
CASE NO. **RSW920030014US1**

Confirmation No. **2671**

Examiner: **D. Lastra**
Group Art Unit: **3688**

TITLE: **INCENTIVE-BASED WEBSITE ARCHITECTURE**

FILED ELECTRONICALLY ON December 9, 2008

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY AND AMENDMENT UNDER 37 C.F.R. §1.112
TO EXAMINER'S ACTION MAILED SEPTEMBER 9, 2008

Sir:

This is in response to the Office Action mailed September 9, 2008, having a period for response set to expire on December 9, 2008. The following amendments and remarks are respectfully submitted.

Amendments to the claims begin on page 2 of this paper; Remarks begin on page 7 of this paper.